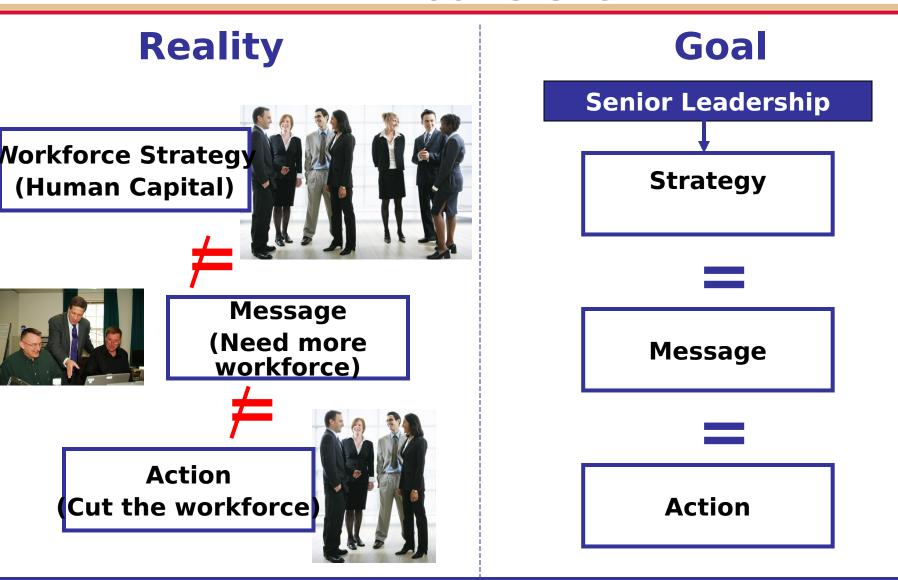


We must align and be consistent



Determine Strategy, then align our Message and